

Public Relations Campaign

LOOK BENEATH THE SURFACE

Spring 2018



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HOW TO SPOT A TRAFFICKER

WHO CAN BE A TRAFFICKER?

- Lone individuals
- Pimps
- Gang members
- Family members
- Business owners
- Employers of domestic servants

MANIPULATION TACTICS

- Fake promises
 - High-paying job
 - Love
 - New opportunities



CONTROL TACTICS

- Physical abuse
- Emotional abuse
- Sexual assault
- Confiscation
 - Identification
 - Money
- Isolated
 - Friends
 - Family
 - Other victims

POSSIBLE RED FLAGS

(Varies from person to person)

Violent



Manipulative



Forceful



Threatening



Depriving



Controlling



FOR MORE INFORMATION

Visit www.theasservoproject.org

Follow the Asservo Project on...

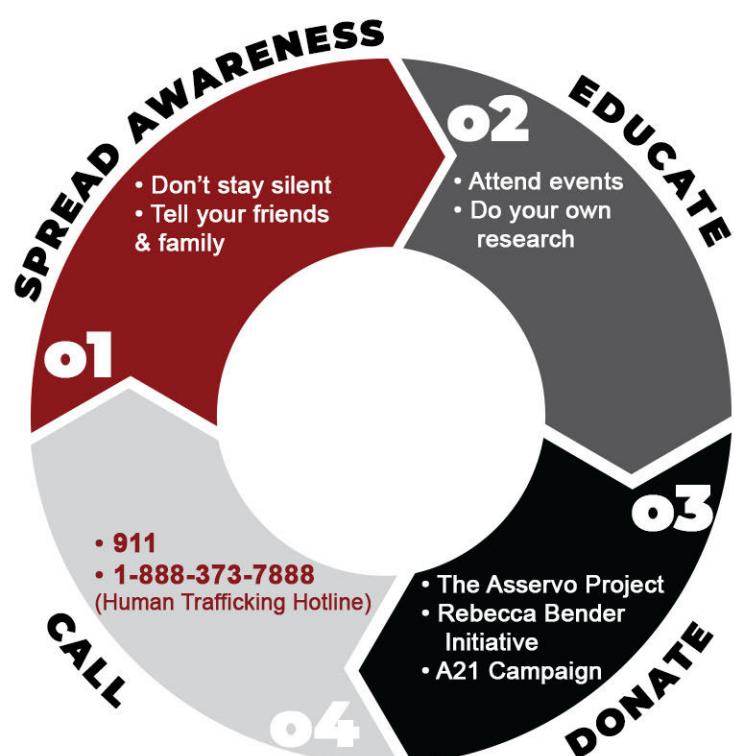


The Asservo Project



@theasservoproject

HOW TO STOP HUMAN TRAFFICKING



HOW TO SUPPORT A VICTIM



WHAT ARE THE TYPICAL SIGNS?

- Not free to come and go
- Usually under 18
- Works excessively long and/or unusual hours
- Paid little to no money
- Poor mental health or abnormal behavior
- Isolated from friends and family
- Few or no personal possessions
- Loss of sense of time
- Numerous inconsistencies in story
- Fearful, anxious, depressed, submissive, tense or nervous/paranoid
- Avoids eye contact
- Appears malnourished
- Shows signs of physical or sexual abuse, physical restraint, confinement or torture
- No access to documents such as license or passport
- “Trauma Bonding,” which is a positive attachment and view of their abuser, believing that they are a loving companion despite repeated abuse

POSSIBLE RED FLAGS

(Varies from person to person)

Fearful



Anxious



Isolated



Inconsistent



Depressed



Submissive



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Visit www.theasservoproject.org

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<https://www.dosomething.org/us/facts/11-facts-about-human-trafficking> <http://polarisproject.org/human-trafficking/>

<https://www.state.gov/j/tip/>

QUESTIONS TO ASK

- Can you leave your job if you want to?
- Can you come and go as you please?
- Would you be hurt or threatened if you tried to leave?
- Have your friends and family been threatened?
- Do you live with your employer?
- Where do you sleep and eat?
- Are you in debt to your employer?
- Do you have your passport or form of identification? Who has it?



THE PROBLEM

30

MILLION SLAVES

Victims are sold into the slave trade and exploited by force, fraud or coercion. It happens everywhere.

150

MILLION U.S DOLLARS

Human trafficking is the fastest growing criminal enterprise in the world.

300

THOUSAND CITIZENS

Women and children are being lured into the sex trade. The average age, is 14 to 18 years old and the life span is seven years once enslaved.

HUMAN TRAFFICKING EXPLOITATION

20% Labor Exploitation

United States based statistic

80% Sexual Exploitation

HUMAN TRAFFICKING



Organized criminal activity in which human beings are treated as possessions to be controlled and exploited, such as being forced into prostitution or forced labor.

WHY CAN'T THEY LEAVE? THE POWER OF COERCION

- Isolation
- Manipulation
- Total control

VICTIM INFORMATION



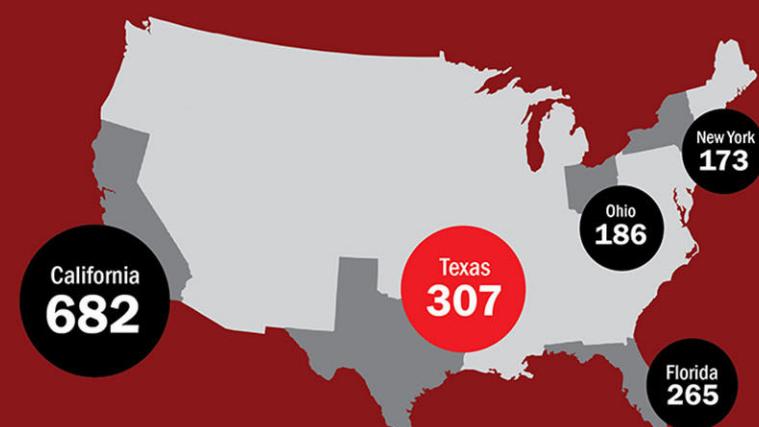
55%
Women



26%
Children

IT HAPPENS EVERYWHERE...

HUMAN TRAFFICKING CASES REPORTED BY STATES AS OF JUNE 30, 2016



Source: National Human Trafficking Resource Center

EVENT DETAILS

VENUES:

- Churches
- Schools
 - High schools
 - Universities
- Organizational meetings

WHAT TO EXPECT:

- Discussion on human trafficking and how it impacts the Pittsburgh area
- Videos and statistics explaining the dangers of human trafficking
- Meet and greet with the Asservo Project's spokesperson, Christen Cappatt

PROGRAM LENGTH:

Generally one to two hours

TARGET AUDIENCE:

The Asservo Project encourages people of all race, ethnicity and gender who will come to our potential venues to learn more about human trafficking. The organization promotes awareness and prevention regarding the issue

FOR MORE INFORMATION

Visit www.theasservoproject.org

Follow the Asservo Project on...



CONTACT INFORMATION

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Phone number:

412-534-4224



SPOT THE SIGNS OF HUMAN TRAFFICKING

#LookBeneathTheSurface
in your community



OUR SERVICES



COMBATING HUMAN TRAFFICKING

We believe that every person is entitled to dignity, to live in peace and choose their own path in life free from fear. Trafficking of persons and Child Exploitation, in all of its forms, robs the freedom and basic rights of the individual. It is our mission to stop these horrible practices and hold these criminals accountable.



Data Analytics

We pursue predators in the dark places of the web where their networks operate and hide. By partnering with organizations and agencies in cyber tracking and data analysis, we employ cutting edge analytics and tracing tools to identify individuals who target children and young adults. We work to find the perpetrators of these crimes before they commit them.



Awareness and Prevention

Awareness to this epidemic is a priority for the Asservo Project. We provide educational seminars as well as discussions at schools, organizations. We present the identifying signs of someone being trafficked or exploited. Our relationships with other organizations help provide a broad outreach program to educate, report and prevent it from occurring.

CURRICULUM OUTLINE

INTRODUCTION:

- Who is Christen Cappatt?
- What is The Asservo Project?

HUMAN TRAFFICKING BASICS:

- Topics include...
- What exactly is human trafficking?
- Why is it on the rise?
- What is child exploitation?
- Where is it occurring?
- What major corporations aid in human trafficking and child exploitation

HUMAN TRAFFICKING VICTIMS:

- Discussion includes...
- What are the signs of identifying a victim?
- Why can't they or why won't they leave?
- What are the characteristics of a victim?
- What you can do to help.

HUMAN TRAFFICKERS: WHAT YOU NEED TO KNOW

- Discussion includes...
- What are the signs of identifying a trafficker?
- Who are traffickers?
- What are the characteristics of a trafficker?
- How do traffickers control their victims?
- How do traffickers manipulate their victims?
- What you can do to help?

SOLUTIONS:

- Visit the Get Involved page at www.theasservoproject.com
- Awareness events
- Fundraising
- Limit consumption of products from companies that aid in human trafficking
- Reach out to local politicians
- Get involved in your community





**WILL YOU BE THE
ONE TO HELP HER?**

#LookBeneathTheSurface



**YOU AND ME.
TOGETHER WE CAN
SET THEM **FREE.****

#LookBeneathTheSurface



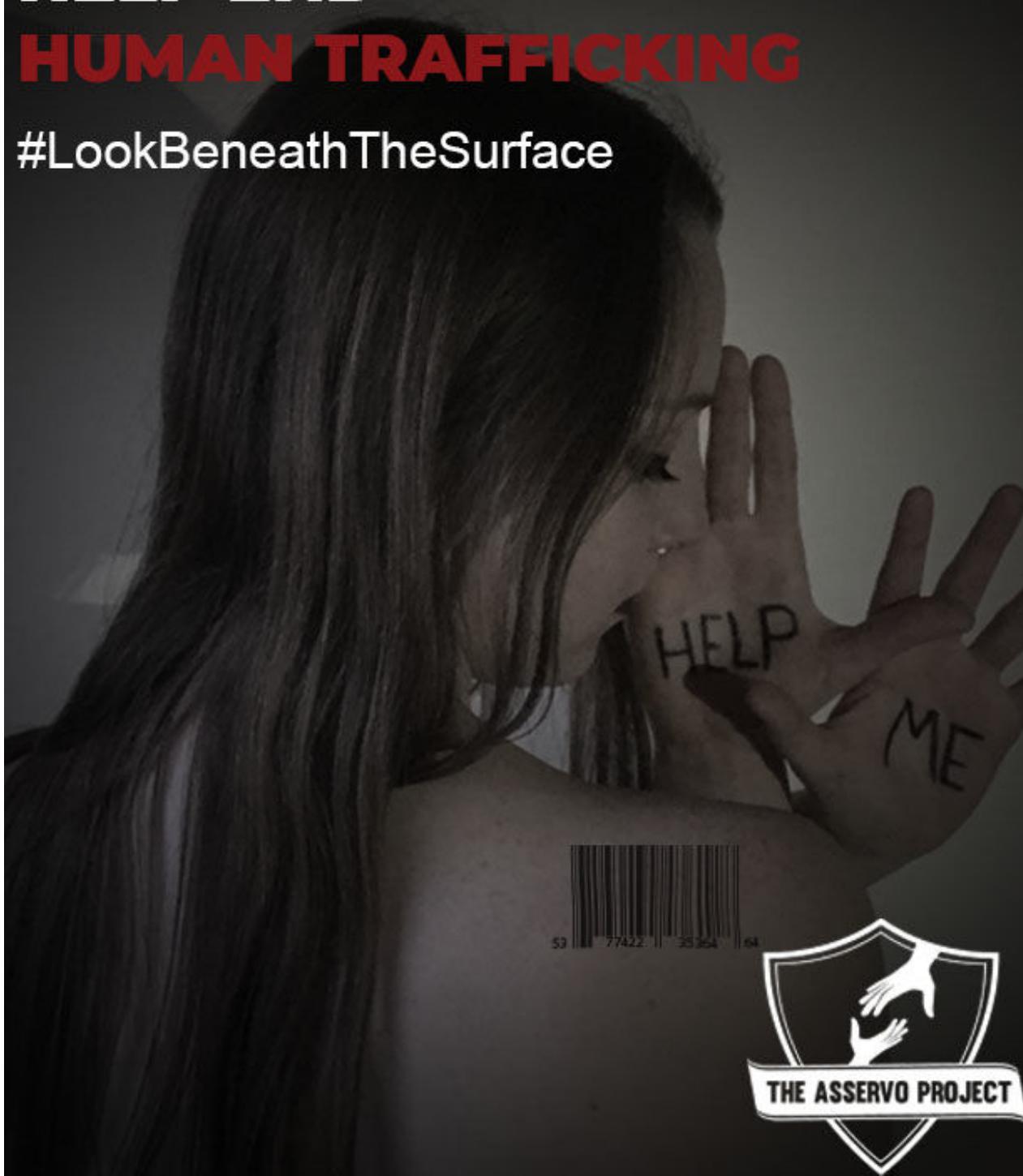
**SHE CAN'T ASK FOR HELP.
BE HER VOICE.**

#LookBeneathTheSurface



**I'M NOT FOR SALE.
HELP END
HUMAN TRAFFICKING**

#LookBeneathTheSurface



THE ASSERVO PROJECT



HUMAN TRAFFICKING IS MODERN DAY SLAVERY

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**IF YOU THINK SLAVERY ENDED IN THE
UNITED STATES IN 1865...**

THINK AGAIN

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**EVERY 30 SECONDS ANOTHER PERSON
BECOMES A VICTIM OF
HUMAN TRAFFICKING**

#LookBeneathTheSurface



**YOU MAY CHOOSE TO LOOK AWAY, BUT
YOU CAN NEVER SAY YOU
DIDN'T KNOW**

#LookBeneathTheSurface





THE ASSERVO PROJECT

307 Duff Road, Sewickley, PA 15143-9554 • www.theasservoproject.org • (412) 259-8886

Contact:

Christen Cappatt, director of communications
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ccappatt@theasservoproject.org

For Immediate Release

THE SECOND LARGEST CRIME IN THE WORLD TAKES PLACE IN PITTSBURGH'S BACKYARD

The Asservo Project tackles the epidemic by informing and collaborating with college and high school students in the Pittsburgh area.

PITTSBURGH (May 12, 2018) – The Asservo Project is launching its “Look Beneath the Surface” campaign this [December] as part of its mission to combat human trafficking and child exploitation.

Modern day slavery is more prevalent in Pennsylvania than society realizes. This campaign serves to raise awareness and call communities to action against this understated epidemic.

The Asservo Project conducts awareness seminars and provides resources to assist law enforcement with investigations. During the “Look Beneath the Surface” campaign, the organization’s director of communications, Christen Cappatt, will go to schools in the Pittsburgh area to provide schools with basic information regarding human trafficking and how students can make an impact on the issue. With the help of students, the Asservo Project believes it can make a difference to eventually end human trafficking.

Be sure to look for and use the hashtag #LookBeneathTheSurface on Instagram and Facebook to stay up to date on announcements throughout the campaign. Visit www.theasservoproject.org to learn more about the campaign and the Asservo Project.

About the Asservo Project

The mission of the Asservo Project is to combat global human trafficking and sexual predators, support the recovery of victims, and aid in the imprisonment of perpetrators. Our team of diverse, dedicated, and experienced professionals utilize the latest cutting-edge technology to identify, analyze, and eradicate sexual exploitation and their associated networks.



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Contact:

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ccappatt@theasservoproject.org

RADIO NEWS READER

For Use: Dec. 8, 2018 – Jan. 8, 2019

Length: 35 seconds

COMMUNICATIONS DIRECTOR FROM ANTI-HUMAN TRAFFICKING ORGANIZATION TO SPEAK AT LOCAL COLLEGES AND HIGH SCHOOLS

THE ASSERVO PROJECT, AN ANTI-HUMAN TRAFFICKING ORGANIZATION, AIMS TO INFORM ABOUT AND PREVENT THE DAMAGE CAUSED BY HUMAN TRAFFICKING BY SPEAKING AT PITTSBURGH UNIVERSITIES AND HIGH SCHOOLS BEGINNING IN [JANUARY].

SOME OF THE TOPICS THAT WILL BE DISCUSSED ARE THE PREVALENCE OF HUMAN TRAFFICKING IN OUR AREA, WHO THE VICTIMS ARE AND HOW TO SPOT THE WARNING SIGNS OF A TRAFFICKER.

DIRECTOR OF COMMUNICATIONS, CHRISTEN CAPPATT [ka-PATT], IS EAGER TO SPEAK TO THE NEXT GENERATION AND INFORM STUDENTS ABOUT THE DANGERS OF HUMAN TRAFFICKING.

FOR MORE INFORMATION, VISIT W-W-W DOT THE ASSERVO PROJECT DOT ORG OR CALL FOUR-ONE-TWO, TWO-FIVE-NINE, EIGHT-EIGHT-EIGHT-SIX.

-END-

The mission of the Asservo Project is to combat global human trafficking and sexual predators, support the recovery of victims, and aid in the imprisonment of perpetrators. Our team of diverse, dedicated, and experienced professionals utilize the latest cutting-edge technology to identify, analyze, and eradicate sexual exploitation and their associated networks.



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SUBJECT: The Second Largest Crime in the World Takes Place in Pittsburgh's Backyard

To Whom it May Concern:

As an institution of learning, we believe it would be highly beneficial to your students to be educated on serious issues taking place in the area. The Asservo Project is launching its "Look Beneath the Surface" campaign this [December] to bring awareness about human trafficking to students in the Pittsburgh area as part of its mission to combat the epidemic.

As Americans, we care about our neighbors. 3,287 of our neighbors are exploited, sold, kidnapped and forced into slavery each day. Pennsylvania is the location for 199 of these cases annually. Many believe that human trafficking only impacts third world countries. In reality, human trafficking is happening in our own backyard. The Asservo Project is dedicated to spreading awareness of the epidemic happening in the Pittsburgh area.

The Asservo Project conducts awareness seminars and provides resources to assist law enforcement. Currently, the Asservo Project is conducting a campaign called "Look Beneath the Surface," where the organization will go to local schools and educate students on the issue, as well as provide call-to-action solutions.

We encourage you to allow us to come to your school to inform your students on the issue of human trafficking, how to be aware of it and how to stop it. Feel free to contact me for scheduling or any questions you may have. I will reach out to you again within the next few weeks to gauge your interest. Thank you for your consideration.

Sincerely,

Christen Cappatt, director of communications
The Asservo Project
(412) 259-8886
ccappatt@theasservoproject.org

(School information)



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Event Plan

Potential venues:

- Churches
- Schools
 - High schools
 - Universities
- Organizational meetings

What we can do:

- Discuss human trafficking and how it impacts the Pittsburgh area
- Show videos and statistics explaining the dangers of human trafficking
- A meet and greet with the Asservo Project's spokesperson, Christen Cappatt, who will go more in depth about the issues

Program length:

- Generally one to two hours
- Can be adjusted based on audience

Attendees:

- The Asservo Project encourages people of all race, ethnicity and gender who will come to our potential venues to learn more about human trafficking. The organization promotes awareness and prevention regarding the issue.



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Look Beneath the Surface Professional Interview Transcription

Hannah: I'm here with Jodi Solito, the director of the Women's Center and we're going to start our interview for the Asservo Project.

What experience do you have on the topic of ending human trafficking?

Jodi: I don't have specific experience with that narrow of a focus, but I have been working in gender issues and diversity issues for 25 years.

Hannah: In your opinion, what are the most memorable or impactful campaigns that you've ever worked on?

Jodi: I didn't develop it, but it would probably be the "No More" campaign out of the White House. "No More," meaning "no more sexual violence," basically. That was under the Obama Administration.

Hannah: After I explained to you a little bit about what our campaign is, do you think it would be successful when it comes to education and spreading awareness on campuses and other venues?

Jodi: Yeah, I think it would be. I think it's needed, actually.

Hannah: Do you think that anti-human trafficking organizations would benefit from holding more events on campus?

Jodi: Yeah. I am assuming you know there is a PEHT (Project to End Human Trafficking) organization on campus. I don't know if Asservo and the Pittsburgh-based PEHT work together at all, but I would think that would really be a good idea if they don't. I think they could expand their reach if they work together, and I know we have one on campus, so I think it would be in the best interest of Asservo to kind of work alongside with them, or incorporate them in some capacity and work on campus like that.

Hannah: That kind of answers my next question, which is what are the best ways for these kinds of organizations to get involved on campus, so you would say, by collaborating with existing clubs and organizations?

Jodi: Yeah, you know, finding other organizations or departments that might have that kind of purpose, and then that department or organization can certainly help to spread the word, branch out and give more of an opportunity for Asservo to reach a bigger number of students.

Hannah: Would you consider assisting the Asservo Project in bringing events to campus?

Jodi: Sure, if I could. I'm always cautious about stepping on anyone's toes or anything like that, so I would certainly want to work with PEHT or at least talk with them about this. I wouldn't want to do it without consulting them at the very least, but I would be more than happy to do that.

Hannah: Are there any elements of this campaign that you think might be difficult to implement, given the subject matter?

Jodi: There may be a lack of believing that there is such a thing. When we say human trafficking, most people think you're talking about an underdeveloped or developing country, not the United States. I think getting the word out that it does happen here in Pittsburgh and in Slippery Rock, so getting the word out that this is a real issue that is affecting a lot of people, but you don't hear about it because it's under people's radar.

Hannah: Going off of that, what do you think are the best and most ethical strategy to deal with the demographics involved? Our main demographic is college-aged women, but we want to make sure we can involve men as well.

Jodi: It is a struggle, but sometimes if people were more aware that this is an issue that is here in their own backyard, I think the involvement of men would be something they feel they can get involved in as well, so I don't think that's a prohibitive thing. You could really tap into the Greek system, for example. They are always looking for philanthropic ideas, so that might be a way to get more reach.

Hannah: Do you think there are any ethical strategies to use for victims to share their stories?

Jodi: I think if the proper channels are used and if you have the permission of the survivor to share the information, then yes. For me, that is the base of the ethical dilemma. As long as you have the permission, it's fine to do that. I really think for some people, hearing those stories and experience is sometimes enough to bring them

onboard to the issue. If there are survivors that are willing to speak, I think that is one of the better ways, especially if people don't think that is an issue that happens here.

Hannah: That leads into my next question. How can we advocate for victims without exploiting them?

Jodi: Don't. Just don't exploit them. It's not a dog and pony show. This has to be a situation where the people who are speaking are well aware they will be speaking in front of a group of "x" amount of people, that this is the point of the program or event, and so they know going in what they are going to be facing, and as long as they are okay with that and willing to do it. Certainly not for any reasons other than that.

Hannah: What do you think is the best way to get students and other young people to realize that human trafficking is happening all around them? How do you think the Asservo Project can approach partnerships with similar organizations?

Jodi: I think giving real examples of how people can be enticed into this, because I think some people are taken into this, but some people may enter thinking they were promised something. I think talking about it in real ways, like using real examples. I don't mean using real names of people, but just letting people know what some of the fronts of this kind of thing are. I don't know if there are others, but truck stops, for example, massage parlors and online stuff that people can make the general public aware of what these kinds of places are, where trafficking can actually be happening, can bring it to light for people and make it real for people by seeing this is how this happens. You just have to keep reminding people that people may enter it because they don't know, because they're promised something other than what they are going to end up doing. To talk about maybe even some of the ways the traffickers operate, that this is how they groom people like runaways. Provide some of that kind of background information, so people don't have that misconception of what's involved in this industry. This can be helpful in raising people's awareness about how common it can be and right in front of your eyes. They say, "hidden in plain sight." So bring that forward and have people see that.

Hannah: In your experience, what is the best way to influence students to get involved in an organization?

Jodi: That's kind of hard, because it depends on what the topic is. For example, with sexual violence, I think one of the things I hear most often from people is the storytelling thing. Not only sexual violence, but the LGBT, that when people hear somebody else's stories, that sometimes moves them to the point of getting involved because it

personalizes it so it's not just a statistic, but a person. Hearing them and seeing them present their story, that's often what makes people turn on that heart light, if you will.

Hannah: I agree. I think that appealing to people's emotions is the best way to get them involved. So, following that, what do you think is the main reason students don't get involved? Do you think it's the lack of time, awareness, not caring, etc?

Jodi: I think a lot of times people don't think there's still disparity in gender. I'm going to generalize a little, but between men and women, people think that women already have equal rights, and that's done. They don't realize that's not yet a thing, and we're still not there. I think with LGBT things, and other diversity things, if it doesn't apply to them, then often times they won't be a part of it because they can just ignore it because it's not relevant to their life. I think what we need to do is empathize. If we can have people experience empathy throughout a program, and you get people to empathize with the topic, then that sort of is the turning point for some people. I think that is something that would be helpful.

Hannah: So, going back to the idea that if it doesn't affect me, it doesn't exist, right?

Jodi: Right, and with something like human trafficking, they may not even realize that they are supporting that industry. With sex trafficking, even though there are probably a lot of corporations that support it, it is very difficult to find information to support that. With the labor trafficking, there's a lot of different ways to find out who gets their stuff from that. So, seeing the level of how you can affect it through your wallet can really sometimes be a simple way for people to get involved in activism against a certain thing once they become aware of it.

Hannah: Based on what you do know, what kind of information do you think is most important to include in an awareness seminar on human trafficking?

Jodi: I always like to look at the bigger picture, so I like to pick it apart and figure out why we are doing this and why this is a thing. Why are women and girls being consumed? Why is that? I try tackling or addressing it from that side of things. Once you look at that, you can sort of dissect it along the way and say, "If women are being consumed, then they are objectified. What are we doing in the United States that objectifies women and puts women as objects for men's consumption?" Again, I'm generalizing ... If you take sex trafficking and look at it worldwide, it's beyond my comprehension how much this happens. So, it is a global thing, but even for the purposes of audiences and college campuses, you have to make it more about them. You have to bring it down to the micro, even though when you look at it, it's the big

macro. So, how do you do that? One of the best ways to do it is bring it down home and look at why women are objectified in our country.

Hannah: Do you have any suggestions for other tactics we could use for this campaign? Do you think we are hitting all the bases or is there something we are leaving out?

Jodi: Do you have a social media campaign?

Hannah: The Asservo Project only uses Instagram and Facebook, and we were trying to implement Twitter, but it's only one person handling it all. We have a social media calendar for her to do posts for Instagram and Facebook, but we focused more on the traditional media in the sense of advertisements, pitch letters and things like that.

Jodi: I would suggest getting a college student as a social media intern. They could probably find a student that would be willing.

Hannah: Are there certain campus organizations, outside of anti-human trafficking clubs, that would be beneficial to include in this campaign? We were thinking about including ROTC.

Jodi: I mean, sure. I'm not sure if ROTC is on every campus, but I think any group is worthwhile. What about the criminal justice folks? Maybe they would be interested. Any school that has a non-profit program or department might be interested in working with them. Anything related to social justice would probably be involved. Even international students might be willing to work on that issue as well.

Hannah: Those are all of the questions I have for you. Thank you for taking the time out of your day to answer these questions. You have helped us so much.



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The Second Largest Crime in the World Takes Place in Pittsburgh's Backyard

The Asservo Project is tackling the human trafficking epidemic by informing and collaborating with college and high school students in the Pittsburgh area.

Hi (insert first name of media target),

You are a well received investigative reporter in the Pittsburgh area, and I noticed that you had a strong interest in solving crime and finding the truth. I am hoping you would consider doing a feature on the effect human trafficking has on our local community.

Many Americans believe that human trafficking only impacts third world countries, but in reality, human trafficking is in our own backyard, Pittsburgh. The Asservo Project is dedicated to spreading awareness of the epidemic in the Pittsburgh area.

As Americans, we care about our neighbors. 3,287 of our neighbors are being exploited, sold, kidnapped and forced into slavery every day. Pennsylvania is the location for 199 of these cases annually. The Asservo Project recognizes this problem and is working every day to fight this crime. The Asservo Project provides resources to conduct awareness seminars and assist law enforcement with investigations. Currently, the organization is conducting a campaign called "Look Beneath the Surface," where we will go to local schools to educate students on the issue and provide call-to-action solutions. We believe the impact that can be made from your influence would be a monumental asset in reaching our goals.

I am available to discuss any questions you may have or to set up an interview. I will be in contact with you in the next few days to gauge your interest. Thank you for your consideration.

Sincerely,

Christen Cappatt, director of communications
The Asservo Project
(412) 259-8886
ccappatt@theasservoproject.org

Jonathan Silver
Investigative Reporter
Pittsburgh Post-Gazette, 358 North Shore Drive, Pittsburgh, PA 15212
(800) 228-6397
jsilver@post-gazette.com



Look Beneath the Surface

Campaign Proposal

Overview

In the human trafficking business, there are more than 30 million slaves worldwide. A single girl could be responsible for bringing in \$10,000 per day. The Asservo Project connects the dots and strives to end human trafficking. The Asservo Project spreads awareness of this crime by travelling to schools, churches and other venues within the greater Pittsburgh area to educate people and address the epidemic of human trafficking.

Problem

The Asservo Project faces the challenge of generating awareness of its organization and of human trafficking, increasing fundraising efforts, public involvement and bringing an end to human trafficking through education and advocacy.

Research

- A21
 - A21 brings a similar mission and vision as the Asservo Project with more focus on campaign successes. Campaigns and success stories from A21 aided in strategies of content and how to bring people to take action (A21 - Who We Are).
- Rebecca Bender Initiative (RBI)
 - With a vision and theme similar to the Asservo Project, Rebecca Bender and her team of speakers pursue her mission to “equip, escape, elevate and embolden.” With such obvious parallels, this research leveraged our campaign to fit the niche market and audiences. (Rebecca Bender Initiative - What We Do).
- Durga Tree international
 - This organization also focuses on awareness through education with a hands-on approach. With success stories as the focal point of their website, this research aided in developing tactical strategies that may be useful to the Asservo Project. (Durga Tree International - Who We Are).
- International Justice Mission (IJM)
 - IJM, being nationally and internationally known, brought many strategies, capabilities, approaches and content which helped mold a model for the overall campaign. In addition, IJM performs excellent business strategies

and approaches to reach niche audiences. (International Justice Mission - Who We Are).

- End It Movement
 - With the famous “red x” symbol sweeping across the country, research in this company brought up symbolic, social media and celebrity endorsement significance which proposes more strategies in reaching audiences. (End It Movement - What We Do).

Campaign Theme and Goal

The theme of this campaign is “Look Beneath the Surface.” The goal is to educate publics on the human trafficking epidemic and how the Asservo Project is fighting to end it through education and advocacy.

Objectives

- To inform 40 percent of students and local churches in the greater Pittsburgh area about the “Look Beneath the Surface” campaign.
- To develop favorable attitudes towards the Asservo Project among 30 percent of publics.
- To secure a 15 percent increase of donors to the Asservo Project.

Publics

Primary

- College students
 - Demographics
 - Students aged 18-21
 - Middle class
 - Psychographics
 - Inclined to become involved in acts of social justice
 - Open minded individuals
 - Passionate about helping the betterment of the community
 - Geographics
 - Greater Pittsburgh area
- High school students
 - Demographics
 - Students aged 14-18
 - Psychographics
 - Impressionable
 - Geographics
 - Greater Pittsburgh area
- Media

- Media Consumption
 - News
 - Social media
 - Blog
 - Website

Secondary

- Parents
 - Demographics
 - Middle class
 - Of any ethnicity
- Armed service members
 - Demographics
 - Men and women aged 18-30
 - Middle class
 - White
 - Psychographics
 - Interested in applying military background to the betterment of society
 - Passionate about helping civilians on and off duty
 - Geographics
 - Greater Pittsburgh area

Campaign Spokesperson

The spokesperson for the campaign will be Christen Cappatt, the director of communications for the Asservo Project.

Campaign Messages

- 20-30 million individuals are enslaved each year. Help break the chains by joining the Asservo Project's "Look Beneath the Surface" campaign.
- Human trafficking is not a "them" issue, it is an "us" issue. Follow the Asservo Project's "Look Beneath the Surface" campaign to see how you can help bring an end to human trafficking.
- Not everything is as it seems. Human trafficking victims could be people you see everyday. Join the Asservo Project to help victims through the "Look Beneath the Surface" campaign.
- For more information, visit www.theasservoproject.org/events.

Tactics

- To inform 40 percent of the greater Pittsburgh area of the “Look Beneath the Surface” campaign.
 - Create a press kit to encourage Pittsburgh residents to get involved
 - Create a fact sheet on the “Look Beneath the Surface” campaign
 - Develop a brochure for the “Look Beneath the Surface” Campaign
 - Spread awareness via social media outlets
 - Create the hashtag #LookBeneathTheSurface
 - Distribute the Asservo Project wristbands to patrons
 - Reach out to local politicians via emails and proposal letters on why they should participate in the campaign
- To develop favorable attitudes toward the Asservo Project among 30 percent of publics.
 - Utilize spokesperson on social media
 - Utilize spokesperson as the main presenter for educational programs
 - Email current donors of the Asservo Project about the “Look Beneath the Surface” campaign
 - Create advertisements of the “Look Beneath the Surface” campaign for the greater Pittsburgh area
 - Create educational programs for colleges and schools to discuss human trafficking and explain what the Asservo Project does
- To secure a 15 percent increase of donors for the Asservo Project.
 - Create press releases for the “Look Beneath the Surface” campaign
 - Email current and potential donors of the Asservo Project
 - Engage donors through social media outlets
 - Give donors recognition on the website by highlighting those who have made a large impact on the organization
 - Create targeted messages to politicians for donations



Communication Audit

Organization History

- "The mission of the Asservo Project is to combat global human trafficking and sexual predators, support the recovery of victims and aid in the imprisonment of perpetrators. Our team consists of diverse, dedicated and experienced professionals who utilize the latest cutting-edge technology to identify, analyze and eradicate sexual exploitation and their associated networks." (Asservo Project - About Page)
- The Asservo Project was founded by Joseph Sweeney after he became aware of the severity of human trafficking during his career as a former SWAT operator, bomb squad commander and U.S. government explosive secretary specialist. The organization aims to rescue and assist those affected by human trafficking.

Services

- Combating human trafficking and child exploitation by identifying criminal enterprise engagements and providing law enforcement with evidence and research
- Utilizing data analytics in the pursuit of predator investigations and cyber tracking partnerships
- Educating and raising awareness primarily through church and school events
- Partnerships with law enforcement to identify and locate human traffickers

Public relations efforts

- The Asservo Project was one of the many exhibitors at the two-day Imagine Conference in Wexford, Pennsylvania, during Human Trafficking Awareness month in January 2017.

"The Imagine Conference equips, educates and engages believers in the biblical call to care for the vulnerable, lonely, hurting and at-risk people around them. During the two-day event, participants will hear powerful stories and compelling speakers, attended breakout sessions and met other like-minded people interested in seeking justice and living out love in areas like family preservation, mentoring, ministry to refugees, adoption and foster care, missions, human trafficking and embracing all life as made in the image of God."

<http://www.imagineconferencephg.com/category/human-trafficking/>

Publics

- Primary
 - Demographics
 - High school and college students

- Younger individuals who may be at more risk
- Psychographics
 - Impressionable students
 - Individuals willing to learn about human trafficking
- Geographics
 - Greater Pittsburgh area
 - Local schools
 - Local churches
- Media Consumption
 - News
 - Social media interaction
 - Blog
 - Website
- Secondary
 - Demographics
 - High school and college students
 - All ages
 - Psychographics
 - Human trafficking victims
 - Law enforcement
 - Educators
 - Individuals willing to learn about human trafficking
 - Geographics
 - Greater Pittsburgh area
 - Media Consumption
 - News
 - Social media interaction
 - Blog
 - Website

Media Research

- News
 - No news presence whatsoever
 - No company newsroom on website
- Social networking platforms
 - Facebook
 - 532 followers
 - The review section displays a 4.9 star rating with users speaking highly of the organization's mission and what it has accomplished
 - The first post was May 14, 2017
 - Instagram
 - 222 followers
 - One outside post uses the hashtag #theasservoproject
 - Very few comments on photos
 - Twitter

- No existing account
- No use of hashtags from other users
- 2 posts from other users referencing the organization

SWOT Analysis

- Strengths
 - Website navigation
 - Powerful mission statement
 - Employees who are passionate about the organization's values
- Weaknesses
 - Lack of news coverage
 - Lack of social media presence, especially Twitter
 - Lack of clarity with how the organization began
 - Search engine optimization
 - Infrequent blog and social media posts
 - Lack of continuity in content, visuals and wording
 - Written content on website should be more concise
 - Lack of AP Style on website and scattered layout
 - Lack of direct contact info for victims and other publics
- Opportunities
 - Improving social media skills allows nonprofits to promote the organization for little to no cost.
 - Networking with other nonprofits in the area can help strengthen the organization's presence, as well as increase potential donors.
 - Partnering with similar organizations builds the bridge between service and advocacy (systematic change creates permanent change).
- Threats
 - The Asservo Project is a newer organization that many may not have trust in.
 - There is a potential for confidentiality and legal issues when it comes to dealing with traffickers and their victims.
 - Organizations that have similar goals may have more resources than the Asservo Project
 - The amount of time for employees could be limited due to the organization being a nonprofit.

Compare and Contrast

- A21
 - A21 was founded in 2008 by Christine Caine and her husband. The name comes from the organization's goal to abolish injustice in the 21st century.

Services

- Reach the vulnerable and disrupt the demand

- “We prevent slavery from ever happening by engaging people through events, student presentations and education programs.” (www.a21.org)
- Rescue victims through identification and seek justice against their captors
 - “We work closely with law enforcement on the ground to support raids, identify victims through our resource lines, assist in the prosecution of traffickers, represent survivors in court proceedings, and collaborate with Governments and other NGOs to eradicate slavery at every level.”
- Acclimate survivors and equip them to live independently.
 - “We work face-to-face with every person in our care, providing them with access to housing, medical treatment, counseling, education, employment and repatriation based on their individual needs.”

Public relations efforts

- Walk for Freedom
 - The Walk for Freedom is a fundraising and awareness event where participants wear black shirts and put yellow bandanas across their mouths as an expression to free every slave globally.
- Can You See Me
 - This campaign raises awareness of human trafficking victims. It partners with law enforcement, government, businesses and NGOs by creating PSA videos.
- It's a Penalty
 - This campaign uses major sporting events as platforms for positive change and prevention of human trafficking.
- Liberty
 - Liberty is a social enterprise founded by A21 that hires survivors of human trafficking to restore dignity, provide financial stability and disrupt the demand of slavery. Currently, Liberty produces handmade scarves.

Publics

- Primary
 - Demographics
 - All ages
 - Psychographics
 - Victims of human trafficking
 - High school and college students
 - Geographics
 - Primarily North Carolina residents
 - Media Consumption
 - News
 - Social media interaction/awareness

Media Research

- News
 - Harrisonburg non profit works to prevent human trafficking
 - News article on Google news
 - Mentions using A21 curriculum
 - Baylor research shows impact of human trafficking curriculum
 - KCENTV
 - Uses research from A21 and mentions various campaigns the school is working on
 - Student Advocates Help in the Fight Against Human Trafficking
 - News article on Google news
 - Large portion focused on A21 and its various campaigns
- Social networking platforms
 - Twitter
 - 115,000 followers
 - Regularly updated relevant tweets
 - Facebook
 - 231,895 page likes
 - 224,630 followers
 - Instagram
 - 170,000 followers
 - Average likes on post: 3,000

SWOT Analysis

- Strengths
 - Website navigation, layout and design
 - Social media
 - News coverage
 - Established for 10 years
 - Multiple successful campaigns
 - Partnerships with other nonprofits and celebrities
- Weaknesses
 - Press releases are not shown on the website
 - Lack of upfront resources for victims
- Opportunities
 - Clarity of partnerships
 - Brand awareness targeting specific location
- Threats
 - Confidentiality
 - Confusion with similar companies



THE ASSERVO PROJECT

307 Duff Road, Sewickley, PA 15143-9554 • www.theasservoproject.org • (412) 259-8886

Curriculum Outline

Introduction:

- Who is Christen Cappatt?
- What is The Asservo Project?

Human Trafficking Basics:

- Human trafficking is organized criminal activity in which human beings are treated as possessions to be controlled and exploited, as by being forced into prostitution or forced labor.
- Child exploitation is the act of employing, using, persuading, inducing, enticing or coercing a minor to engage in sexually explicit conduct for the purpose of child pornography.
- Human trafficking is the fastest growing criminal enterprise in the world generating more than 150 billion U.S. dollars every year.
- There are more than 40 million slaves worldwide. Victims are sold into the slave trade and exploited by force, fraud or coercion. It happens in every nation, on every continent, everywhere.
- It is violent, manipulative, and dehumanizing. It is abuse and it must end.

(www.asservoproject.com)

Human Trafficking victims:

- Cannot come and go as he/she wishes
- Usually under 18
- Works excessively long and/or unusual hours
- Paid little to no money
- Poor mental health or abnormal behavior
- Lack of control over documents

(www.polarisproject.org)

Human Traffickers: What you need to know

- Traffickers use physical and mental coercion to recruit, transport, harbor, obtain and exploit victims.
- Manipulation tactics include promises of a high-paying job, love, new opportunities, etc.
- Kidnapping, physical violence or substance abuse may be used.
- Control tactics

- Physical and emotional abuse
- Sexual assault
- Confiscation of identification and money
- Isolation from friends and family and even renaming victims.
- Traffickers can be
 - Lone individuals
 - Part of extensive criminal networks
 - Pimps
 - Gang members
 - Family members
 - Business owners
 - Employers of domestic servants

(www.polarisproject.com)

Call-to-action Solutions:

- Visit the Get Involved tab on our website
- Awareness events
- Fundraising
- Get involved with similar organizations
- Reach out to local politicians

Notes:

- Presentation should last one to two hours
- Provide time for discussion and questions
- Can be adjusted for college level vs. high school level



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SUBJECT: The Second Largest Crime in the World Takes Place in Pittsburgh's Backyard

The Asservo Project is tackling the human trafficking epidemic by informing and collaborating with college and high school students in the Pittsburgh area.

[Current Donor]:

We, at the Asservo Project, wanted to personally reach out and thank you for all you do for the organization through your generous contributions. With your help, we are able to fight human trafficking and develop ways to prevent it. We wanted to reach out to inform you we are currently working on a campaign called "Look Beneath the Surface." Through this campaign, we plan to inform high school and college students on this terrible epidemic and provide them with call-to-action solutions.

Many Americans believe that human trafficking only impacts third world countries. In reality, human trafficking is in our own backyard. The Asservo Project is dedicated to spreading awareness of the epidemic in the Pittsburgh area.

As Americans, we care about our neighbors. 3,287 of our neighbors are exploited, sold, kidnapped and forced into slavery each day. Pennsylvania is the location for 199 of these cases annually.

Through "Look Beneath the Surface," we will inform the youth of Pittsburgh of these startling statistics so they can join us in the fight to end this terrible epidemic.

Please feel free to contact me to discuss any questions you may have. We look forward to continuing to work with you in the future.

Sincerely,

Christen Cappatt, director of communications
The Asservo Project
(412) 259-8886
ccappatt@theasservoproject.org

(Donor info)



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Look Beneath the Surface: Ethics Statement

The Asservo Project is a non-profit organization that is dedicated to combatting human trafficking through awareness and prevention. Through dedicated research, our experts are able to work toward finding perpetrators and stopping them from committing this heinous crime. The Asservo Project partners with law enforcement and other non-profits to eradicate the human trafficking epidemic. We serve all victims of human trafficking and are dedicated to ensure every human being is free and lives in peace.

Advocacy

Through educating and empowering our publics, we act as responsible advocates by helping to provide a voice for people affected by human trafficking.

Honesty

We provide concrete research and statistics to accurately inform the public about the human trafficking epidemic while fighting to uphold the value of life.

Expertise

Our team of diverse, dedicated, and experienced professionals utilize the latest cutting-edge technology to identify, analyze and eradicate sexual exploitation and their associated networks.

Independence

We utilize information gathered from law enforcement to challenge human trafficking cases head on. Our responsibility is to maintain confidentiality through all victim interactions.

Loyalty

We commit to continually voice the value of life and how every human being has the right to live in peace and choose their own path in life free from fear.

Fairness

We are an inclusive organization dedicated to serving and rescuing all victims of human trafficking, regardless of race, gender or ethnicity.

Potential Ethical Concerns

1. Risks of confidentiality issues when presenting information about those who have been affected by human trafficking.

2. The information given could trigger someone in the audience who is currently being trafficked or knows someone who has been affected by human trafficking.
3. Using language that isn't inclusive in the sense of gender, race, ethnicity or sexual orientation.
4. Lack of providing enough sources on documents or presentations and risking loss of credibility.
5. Creating content that is age appropriate for presentations while still maintaining the urgency of the issue at hand.



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Overview:

On Monday, February 19 at 5:30 p.m. in Eisenburg Classroom Building room 201, 13 Slippery Rock University students consented and participated in a focus group for the Asservo Project. The objective was to discover how aware and knowledgeable college students on Slippery Rock University's campus are of the human trafficking epidemic.

Procedure:

Participants assembled in a designated classroom and were asked to sign consent forms to participate. Questions were asked to gauge local students' current awareness of and perception on the human trafficking epidemic.

Questions Asked:

1. What comes to mind when you think of human trafficking?
2. What does enslavement mean to you?
3. Do you know someone who has been affected by human trafficking?
4. How do you feel about human trafficking? Do you think it is a problem?
5. Do you know about the red "X" symbol and its meaning in relation to human trafficking?
6. Where is the first place you learned of human trafficking?
7. What do you think could be the first step in saving someone who is being trafficked?
8. Do you know how long the average lifespan is of people being trafficked?
9. Are you aware of the scale of human trafficking worldwide?
10. Do you think some places are more prone to trafficking than others?
Which places?
11. Have you ever heard of the Asservo Project?
12. Would you attend a local event to learn more about human trafficking?
13. How would you get more donations and raise awareness for human trafficking on behalf of the Asservo Project?
14. What do you think creates the demand for trafficking? (Who are the buyers?)
15. Do you think you have contributed to the trafficking business in any way, even unintentionally?
16. If you knew a company used trafficking/labor, would you still buy their products?

Insights:

- Only one said they knew someone affected

- No awareness of the red “X”
- Most knew about trafficking from news or movies/tv shows
- Most think average lifespan is around 5 years
- Most know trafficking is a problem, but are not aware of how widespread it is
- Most think trafficking mainly happens elsewhere
- No one heard of the Asservo Project
- Most are interested in attending an event
- Most think the demand comes from corporations or “rich untouchable” people
- Most believe they have contributed, but only indirectly
- All said they would try not to keep buying from organizations once they knew they were involved in trafficking

Campaign Development Implications:

- More students are aware of the lifespan of someone being trafficked than expected. The lifespan of someone human trafficking victims is typically around seven years. The participants believe those who were trafficked lived about five years. It was encouraging to see that most participants are knowledgeable, even though little information was given to participants.
- Though many of the participants know about human trafficking as a whole, not many are knowledgeable about its prevalence. Through the “Look Beneath the Surface” campaign, a detailed media kit containing press releases, brochures, graphics and fact sheets will be created so the Asservo Project will have more ways to inform publics.
- Awareness of trafficking is evident, but no one in the focus group knows about the Asservo Project. The goal of the media kit is to increase the organization’s popularity and presence in the area, to provide help and information to victims, and to give the Asservo Project leeway into gaining followers, contributors and donors.
- Participants agreed to attempt to refrain from supporting organizations involved in human trafficking. Almost every corporation or large budget organization has some ties to human trafficking. We believe if people knew this information, they would be less likely to support these companies.
- This campaign is focused on informing primarily college students. Therefore, having first-hand insights from students is crucial. A unanimous interest in an informative event on human trafficking and the Asservo Project was also encouraging from the students’ perspectives.

Transcription:

Participant 1: Ian Smith
 Participant 2: Matyas Katzer
 Participant 3: Anthony Schweitzer
 Participant 4: Michael Vannoy

Participant 5: Anthony DelFratte
Participant 6: Devon Miller
Participant 7: Joy Stanek
Participant 8: Marisa Ferrara
Participant 9: Madison Weinzierl
Participant 10: Jessica Fleming
Participant 11: Emma Campbell
Participant 12: Cameron Switzer
Participant 13: Zach Carpenter

Q1: What comes to mind when you think of human trafficking?

- Participant 1: Sex trafficking.
- Participant 2: Using people as slaves.
- Participant 3: I think of a bunch of people in a dark, dirty room forced to do labor.
- Participant 4: People being forced to do things they don't want to do.
- Participant 5: I think of "Taken 2."
- Participant 6: People being forced into modern day slavery.
- Participant 7: People being held against their will for either sex or labor.
- Participant 8: I think of sex slavery as well.
- Participant 9: I think of people being held against their will for sex slavery.
- Participant 10: Modern day slavery.
- Participant 11: I think of child sex tourism.
- Participant 12: I think of forced labor.
- Participant 13: Forced and coerced labor.

Q2: What does enslavement mean to you?

- Participant 1: Being forced or coerced to do something against your will.
- Participant 2: Being forced to work without any compensation and being given horrible living quarters.
- Participant 3: Being forced to do things against your will.
- Participant 4: Being forced to do things against your will.
- Participant 5: Being forced to do things against your will.
- Participant 6: Being forced to do things you might not want to do, whether it's sex or labor.
- Participant 7: You can't resist.
- Participant 8: I think of things like sex or work that you have to do to survive.
- Participant 9: I think of being forced to do things against your will and living in horrible conditions.
- Participant 10: Being taken from your home and being forced to do something you don't want to do.
- Participant 11: Being forced to do something for little to no pay because you have no other option.
- Participant 12: Being taken from where you normally would be and being forced into labor
- Participant 13: Being forced to do something you wouldn't normally do.

Q3: Do you know someone who has been affected by human trafficking?

- Participant 1: Yes.
- Participant 2: No.
- Participant 3: Not personally, No.
- Participant 4: No.
- Participant 5: No.
- Participant 6: No.
- Participant 7: No.
- Participant 8: No.
- Participant 9: No.
- Participant 10: No.
- Participant 11: No.
- Participant 12: No.
- Participant 13: No.

Q4: How do you feel about human trafficking? Do you think it is a problem?

- Participant 1: Yes, it's a problem.
- Participant 2: Yeah it's a problem that affects millions of people.
- Participant 3: I think it is definitely a problem.
- Participant 4: I think it is a problem.
- Participant 5: It is for sure a problem.
- Participant 6: It is definitely a problem whether we see it or not.
- Participant 7: It is a problem that needs to be addressed.
- Participant 8: It is a problem that may not be relevant in our personal lives, but it is a problem for millions of people.
- Participant 9: I think it is a problem that's not talked about enough and it should be.
- Participant 10: It is an ever growing problem in the United States.
- Participant 11: I think it is a problem that's uncomfortable to talk about.
- Participant 12: Yes I think it's a problem that our society doesn't really accept is there.
- Participant 13: It's one of the major problems of the modern age.

Q5: Do you know about the red “X” symbol and its meaning in relation to human trafficking?

- Participant 1: No, I don't.
- Participant 2: No, I do not.
- Participant 3: I have no idea.
- Participant 4: I don't know.
- Participant 5: I do not know.
- Participant 6: Not a clue.
- Participant 7: No.
- Participant 8: No, I do not.
- Participant 9: No, I do not.
- Participant 10: No, I don't.
- Participant 11: I do not.
- Participant 12: No, I don't
- Participant 13: I don't.

Q6: Where is the first place you learned of human trafficking?

- Participant 1: I think it was at the Boys and Girls Club.
- Participant 2: I remember hearing about it on the news several times.
- Participant 3: I'd probably have to say on the news as well.
- Participant 4: On the news.
- Participant 5: From the movie "Taken 2" and also on the news.
- Participant 6: In seventh grade, we raised money for a business that actually helped free sex slaves.
- Participant 7: "Law and Order SVU."
- Participant 8: "Law and Order SVU."
- Participant 9: "Law and Order SVU" and also online.
- Participant 10: "Law and Order SVU."
- Participant 11: The news and online.
- Participant 12: The news and online as well.
- Participant 13: The news and on campus.

Q7: What do you think could be the first step in saving someone who is being trafficked?

- Participant 1: Contacting authorities or getting help.
- Participant 2: Probably contacting the right emergency personnel who can take care of that stuff.
- Participant 3: I would say raising more awareness about human trafficking.
- Participant 4: Telling the authorities if you think something is going on.
- Participant 5: If I couldn't help them myself, I would call the police.
- Participant 6: Definitely contact authorities or provide that person with an escape.
- Participant 7: Deciding to do something instead of just standing by.
- Participant 8: Giving the victim resources to something that could help them, whether it's a hotline or something of that sort.
- Participant 9: I think noticing the signs and then contacting the authorities.
- Participant 10: Contacting the higher ups until someone listens.
- Participant 11: I think developed countries need to take bigger steps to end it than underdeveloped countries.
- Participant 12: Contact the authorities.
- Participant 13: Contacting the authorities.

Q7: Do you know how long the average lifespan is of people being trafficked?

- Participant 1: I'd say under 20 years.
- Participant 2: I'd say about five to 10 years.
- Participant 3: I'd say about five years.
- Participant 4: 10 years.
- Participant 5: Five to 10 years.
- Participant 6: Two to three years.
- Participant 7: Maybe 15 years.
- Participant 8: 10 to 15 years.

- Participant 9: I think from the time they are abducted or taken, probably about five years.
- Participant 10: I think it depends on the kind of trafficking they are experiencing, whether it's sex trafficking or labor.
- Participant 11: I'd say about five years.
- Participant 12: I'd say between about five and six years.
- Participant 13: Around five years.

Q8: Are you aware of the scale of human trafficking worldwide?

- Participant 1: I know that there are more slaves right now than there's ever been.
- Participant 2: There have always been slaves, and unless we can actually raise enough awareness, there probably always will be.
- Participant 3: I'm aware there are millions upon millions, but not exactly sure how many.
- Participant 4: I'm aware it's going on, but I don't really know exactly the number of people affected.
- Participant 5: I'm not too sure about it, honestly.
- Participant 6: I don't know a number, but I'm going to assume it's huge.
- Participant 7: I'm aware of it, but we need to do something to diminish that number.
- Participant 8: I know it's a problem in underdeveloped countries, but I'm not as aware of how big of an issue it is in places like the United States.
- Participant 9: I know it's a big problem, but I'm not sure of any exact numbers.
- Participant 10: I know it's on the larger end of the scale, but I think there's even more we don't know about.
- Participant 11: I agree I think it's a bigger problem than we have any idea of.
- Participant 12: I don't know the scale but I don't think the people even that do realize how large it is.
- Participant 13: I know it's a huge problem but I don't know the scale.

Q9: Do you think some places are more prone to trafficking than others?

Which places?

- Participant 1: I'd say destabilized regions like Libya. You can get away with a lot more than you can do in the United States where there are laws against it.
- Participant 2: I'd say it's probably easier to get away with human trafficking in third world countries, but it does occur in places like the United States as well.
- Participant 3: I would say third world countries, most likely Africa. I know I heard a couple months ago someone got caught selling slaves somewhere in Africa actually.

- Participant 4: I would say in underdeveloped countries but it can happen everywhere.
- Participant 5: I would say more in third world countries but I have heard of things going on in first world countries.
- Participant 6: I would say anywhere.
- Participant 7: I would say anywhere as well.
- Participant 8: I would say anywhere as well.
- Participant 9: I'd also say anywhere, but I think it's more prone in third world countries.
- Participant 10: I think the people that are enslaved in human trafficking come from underdeveloped countries, but I think it really develops developed countries because it's easier to hide because there are more people.
- Participant 11: I believe that it stems from underdeveloped countries like South America and Africa, but I think that American tourists are the biggest problem.
- Participant 12: I think that it actually affects more developed countries more than underdeveloped because we have so many different trades, especially how Pittsburgh has rivers, the airport, so much tourism happening here that our human trafficking is higher than a lot of people think.
- Participant 13: Anywhere there's a demand because that's just going to be supported by human trafficking.

Q10: By a show of hands, how many of you have ever heard of the Asservo Project before we called you into this focus group?

- (No hands were raised.)

Q11: Would you attend a local event to learn more about human trafficking?

- Participant 1: Yes.
- Participant 2: Yes.
- Participant 3: I would be open to it.
- Participant 4: Yes.
- Participant 5: I would be interested.
- Participant 6: Yes, as long as there's cupcakes.
- Participant 7: Yes.
- Participant 8: Absolutely.
- Participant 9: I went to one last year but yet.
- Participant 10: Yes.
- Participant 11: After this, I would.
- Participant 12: Yes
- Participant 13: Yes, depending on proximity.

Q12: How would you get more donations and raise awareness for human trafficking on behalf of the Asservo Project?

- Participant 1: I would go to places where there are events like Pirates games, Steeler games, stuff like that, because a lot of trafficking takes place around huge events like that, so I would probably start there.
- Participant 2: I would organize a bake sale in a large public place.
- Participant 3: I would say start raising awareness on social media.
- Participant 4: I would say just start spreading awareness as much as possible.
- Participant 5: Probably the best way is to spread awareness on social media.
- Participant 6: Social media is definitely a good start, but maybe if you have like a bake sale and hand out flyers.
- Participant 7: I would say seminars to teach people about it because knowledge is key.
- Participant 8: I would have a keynote speaker come, maybe a survivor or someone who has gone through it, or an advocate, just to learn more firsthand.
- Participant 9: I would definitely start with social media and then work toward big events, but I'd also have a speaker come in and talk.
- Participant 10: I think education is very important, but I think if you make it some kind of a game or a bake sale and try and get people active in what they are doing.
- Participant 11: I think doing stuff on college campuses and on social media is important, and I think it needs more individuality besides just ... I think most people imagine some little foreign kid somewhere. It needs to be more specific.
- Participant 12: I would just talk to my friends because those are the people you see everyday and if you talk about it to them, they're going to talk about it to their friends, and then... awareness.
- Participant 13: Contacting larger businesses that might work in partnership with them, especially if they have a well-known brand.

Q13: What do you think creates the demand for trafficking? Who are the buyers?

- Participant 1: I would probably say males.
- Participant 2: I would say the general demand is created through the general consumer population and things through capitalism.
- Participant 3: I'd say large corporations create demand because they need a lot of workers for their factories to produce a lot of product.
- Participant 4: I would say corporations that are in need of cheap labor.
- Participant 5: Huge corporations that have sweatshops.
- Participant 6: The rich and powerful, consumerism and large corporations.
- Participant 7: The rich who want to stay rich.
- Participant 8: I think of CEOs or rich white guys.
- Participant 9: I'm not sure of exactly who creates the demand but I definitely know it's money.
- Participant 10: A lot of times it's everyday people that you wouldn't normally think would.

- Participant 11: Rich, untouchable, big business men.
- Participant 12: I think everyone in the entire world contributes. We all buy fancy new things that companies have to push out thousands of by some labor and they just use forced labor.
- Participant 13: Large corporations involved with production.

Q14: Do you think you have contributed to the trafficking business in any way, even unintentionally?

- Participant 1: Yes.
- Participant 2: Yeah.
- Participant 3: Indirectly, Yes.
- Participant 4: Yes.
- Participant 5: Yes, I've bought things from Walmart.
- Participant 6: Yes.
- Participant 7: I would like to think not, but probably.
- Participant 8: Unintentionally so.
- Participant 9: Indirectly, yes.
- Participant 10: Indirectly, yes.
- Participant 11: Yes.
- Participant 12: Yes.
- Participant 13: Indirectly, yes.

Q15: If you knew a company used trafficking/labor, would you still buy their products?

- Participant 1: No.
- Participant 2: I would try not to, but chances are I might have to if they hold a monopoly and there's no other choice.
- Participant 3: I would try to avoid it the best I could.
- Participant 4: I wouldn't purchase anything from them.
- Participant 5: I'd try to avoid it as best as I can.
- Participant 6: I would definitely try to avoid it.
- Participant 7: Hell no.
- Participant 8: I would definitely try to avoid it, but sometimes it's inevitable.
- Participant 9: Definitely not.
- Participant 10: No.
- Participant 11: No.
- Participant 12: I would try to avoid it, but I know that's not really realistic.
- Participant 13: I would try to avoid it, but I know that's really not possible.



THE ASSERVO PROJECT

307 Duff Road, Sewickley, PA 15143-9554 • www.theasservoproject.org • (412) 259-8886

MEDIA TARGET: Jill Cueni-Cohen, Investigative Reporter, Pittsburgh Post-Gazette

SUBJECT: The Asservo Project Raises Awareness for Local Human Trafficking Issues

Hello Jill Cueni-Cohen,

I noticed that you have already written an article on the work the Asservo project has done thus far. I wanted to inform you that the Asservo Project is going to begin a new campaign “Look Beneath the Surface.” I was hoping you would consider writing another article about the new campaign.

Many believe that human trafficking only impacts third world countries. In reality, human trafficking is happening in our own backyard. The Asservo Project is dedicated to spreading awareness of this issue in the Pittsburgh area.

As Americans, we care about our neighbors. 3,287 of our neighbors are exploited, sold, kidnapped and forced into slavery each day. Pennsylvania is the location for 199 of these cases annually. The Asservo Project recognizes this problem and is working every day to fight this crime. The organization provides resources to conduct awareness seminars assist law enforcement with investigations. Currently, the Asservo Project is conducting a campaign called “Look Beneath the Surface,” where it visits different schools to educate students on the issue and provide call-to-action solutions.

I will be available this week to discuss any questions you may have or to set up an interview. Thank you for your consideration.

Sincerely,

Christen Cappatt, director of communications
The Asservo Project
(724) 316-7636
ccappatt@theasservoproject.org

Jill Cueni-Cohen
Freelance writer
Pittsburgh Post Gazette, 358 North Shore Drive, Pittsburgh, PA 15212
(800) 228-6397
jcuenicohen@post-gazette.com



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Contact:

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The Asservo Project Educating The Public About Human Trafficking

PITTSBURGH (May 12, 2018) – The Asservo Project will host the “Look Beneath the Surface” campaign in December 2018, in an effort to inform the public about human trafficking and to prevent the damage it causes.

Who: The Asservo Project

What: The Asservo Project’s “Look Beneath The Surface” Human Trafficking Awareness Event

Where: First Presbyterian Church, 320 Sixth Avenue, Pittsburgh, PA 15222

When: 6 p.m. - 8 p.m., Monday, December 17, 2018

Why: Christen Cappatt of the Asservo Project will speak about human trafficking and offer:

- Detailed videos with statistics on human trafficking.
- First hand accounts of victims and how they overcame struggles.
- How she learned about human trafficking.
- Present a PowerPoint detailing human trafficking and what the organization does.

About the Asservo Project

The mission of the Asservo Project is to combat global human trafficking and sexual predators, support the recovery of victims, and aid in the imprisonment of perpetrators. Our team of diverse, dedicated, and experienced professionals utilize the latest cutting-edge technology to identify, analyze, and eradicate sexual exploitation and their associated networks.



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Look Beneath the Surface Media Relations Strategy

Objectives

- To generate 10 compelling stories in the media relating to the Asservo Project and its efforts.
- To raise awareness in the media of the human trafficking epidemic in the Pittsburgh area by 30%.
- To reach out to schools through the media to increase educational programing by 40%.

Strategy

- To reach local media through press conferences, press releases, pitch letters for partnership and collaboration through the “Look Beneath the Surface” campaign.

Publics/Consumer Audience

- News and investigative reporters
- Local politicians
- Radio and television networks
- College newspapers
- High school and college students
- Law enforcement
- Local church members

Media Audiences

- Newspaper
 - Pittsburgh Post Gazette, 358 North Shore Drive, Pittsburgh, PA 15212, (800) 228-6397
 - Sandy Trozzo, local school system reporter, strozzo@post-gazette.com
 - Jill Cueni-Cohen, freelance writer, jcuenicohen@post-gazette.com
 - Jonathan Silver, investigative reporter, jsilver@post-gazette.com
 - The Pitt News, 434 William Pitt Union, University of Pittsburgh, Pittsburgh, PA 15260, (412) 648-7980
 - Rachel Glasser, news editor, news@pittnews.com
 - Lexi Kennell, culture editor, culture@pittnews.com
- Television news
 - KDKA, 420 Fort Duquesne Blvd. #100, Pittsburgh, PA 15222, (412) 575-2200

- Marty Griffin, investigative reporter, mgriffin@kdka.com
- Melissa Wade, public events, mwade@kdka.com, (412) 575-2365
- Radio
 - WORD-FM, 7 Parkway Center Ste. 625 Pittsburgh, PA 15220, (412) 937-1500
 - Diane Abraham, Promotions Assistant, dabrahim@wordfm.com

Angles

- Guilt approach: Explain how people still continue to buy from companies that support or utilize human trafficking.
- Sympathy approach: Share stories about victims and survivors to generate sympathy among audiences.
- Hope approach: Show how people can get involved and help put an end to human trafficking, or share stories of survivors to show there is a light at the end of the tunnel.

Spokesperson

The spokesperson for the campaign will be Christen Cappatt, the director of communications for the Asservo Project.

Key Messages

- 20-30 million individuals are enslaved each year. Help break the chains by joining the Asservo Project's "Look Beneath the Surface" campaign.
- Human trafficking is not a "them" issue, it is an "us" issue. Follow the Asservo Project's "Look Beneath the Surface" campaign to see how you can help bring an end to human trafficking.
- Not everything is as it seems. Human trafficking victims could be people you see everyday. Join the Asservo Project to help victims through the "Look Beneath the Surface" campaign.
- For more information, visit www.theasservoproject.org/events.

Press Materials

- Program outline and schedule
- Pitch letters to media outlets
- Media advisory
- Press releases on campaign

Tactics and Timing

- In-studio interviews with Christen Cappatt
 - Radio broadcast readers
- Pitch articles for events and stories
- Feature articles in newspapers on the organization
- On campus events

- Pitch stories to school papers and local papers ahead of time to announce the event
- Media advisories

Evaluation

- By generating stories from media about the Asservo project, the overall goal would be to increase engagement on the website and inform the public about human trafficking and what the Asservo Project does.
- If awareness about human trafficking is raised in the media, there will be a larger amount of people who will know about human trafficking.
- By reaching out to a younger generation, more people will know about human trafficking and be able to understand the signs and behaviors of a trafficker.

Considerations

- Trigger warnings
- Weather
- Maturity level



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SUBJECT: The Second Largest Crime in the World Takes Place in Pittsburgh's Backyard

The Asservo Project is tackling the human trafficking epidemic by informing and collaborating with college and high school students in the Pittsburgh area.

Governor Wolf,

As governor and an influential individual in the Pennsylvania area, I wanted to reach out to you regarding the local efforts against human trafficking.

As citizens of the United States, we care about our neighbors. 3,287 of our neighbors are exploited, sold, kidnapped and forced into slavery each day. Pennsylvania is the location of 199 of these cases annually.

The Asservo Project recognizes this problem and is working every day to fight this crime. Our most current effort is our campaign, "Look Beneath the Surface," where we will visit schools, churches, partner organizations and law enforcement to educate and provide call-to-action solutions. We believe the impact that can be made from your political influence would be a monumental asset in reaching our goals.

I am available to discuss any further questions you may have. I will be in contact with you in the next couple of weeks to gauge your interest. Thank you for your consideration.

Sincerely,

Christen Cappatt, director of communications
The Asservo Project
(412) 259-8886
ccappatt@theasservoproject.org

Tom Wolf
Governor of Pennsylvania
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